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Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Office Action Summary	Application No.	Applicant(s)
	10/630,497	LUBART, BARRY P.
	Examiner	Art Unit
	Daniel P. Vetter	3628

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) Responsive to communication(s) filed on 09 April 2007.
- 2a) This action is FINAL. 2b) This action is non-final.
- 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) Claim(s) 1-38 and 40-42 is/are pending in the application.
 - 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) Claim(s) _____ is/are allowed.
- 6) Claim(s) 1-38 and 40-42 is/are rejected.
- 7) Claim(s) _____ is/are objected to.
- 8) Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) The specification is objected to by the Examiner.
- 10) The drawing(s) filed on 29 July 2003 is/are: a) accepted or b) objected to by the Examiner.
 - Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
 - Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
 - a) All b) Some * c) None of:
 1. Certified copies of the priority documents have been received.
 2. Certified copies of the priority documents have been received in Application No. _____.
 3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- | | |
|--|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892) | 4) <input type="checkbox"/> Interview Summary (PTO-413) |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | Paper No(s)/Mail Date: _____ |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08) | 5) <input type="checkbox"/> Notice of Informal Patent Application |
| Paper No(s)/Mail Date: _____ | 6) <input type="checkbox"/> Other: _____ |

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DETAILED ACTION

Claims 1-41 were previously pending in this application. Claims 1, 3, 7, 20-38, 40, and 41 have been amended; claim 39 cancelled, and new claim 42 added in the response dated April 9, 2007. Claims 1-38 and 40-42 are currently pending in this application.

Response to Amendment

1. Applicant's amendment to the specification overcomes the objection to the drawings and it is withdrawn.
2. Applicant's amendment to claims 3 and 22 overcomes the objections made to these claims and they are withdrawn.
3. Applicant's amendment to claims 20-38 overcomes the objections made to these claims and they are withdrawn.
4. Applicant's cancellation of substantial duplicate claim 39 overcomes the objection made to claim 32 and it is withdrawn.
5. Applicant's amendment to claims 3, 7, and 22 overcome the rejections made to claims 3-11, 17, 22-30, and 36 under § 112, second paragraph and they are withdrawn.
6. Applicant's amendment to claim 41 overcomes the rejection made under § 112, second paragraph and it is withdrawn.
7. Applicant's amendment to claim 41 does not overcome the rejection made under § 101 and it is maintained. See below.

Response to Arguments

8. Applicant's arguments to the rejection of claims 1-38 and 40-41 with respect to the deficiencies of the reference Lee, et al. in teaching newly added limitations have been considered but are moot in view of the new ground(s) of rejection.

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9. Applicant argues on page 14 with respect to the rejection of claims 2 and 21 that "[t]here is no teaching or suggestion in Lee that these time/date/location records in any way define mail services based on a user profile." This argument is unpersuasive. Paragraph 0015 of the Specification list examples of sub profiles as: "a franking profile comprising a method of payment for a mail object, a naming profile comprising name and address information and a dynamic mail function profile comprising a list of mail services available to a user." Paragraph 0040 lists more examples including "a personal preferences profile." Claims 2 and 21 only require one of these sub profiles to meet the limitations of the claim. Lee, et al. teaches at least the personal preferences or mail function profile in paragraph 0020, wherein it states that the system "determines that the mail item 1 requires such special processing by detecting the EAIM on the face of the mail item." Thus, Lee, et al. teaches more than mere entries in a database, it teaches a functional sub profile comprised of the users special processing preferences. The premium service records are a manifestation of at least one preference contained in the sub profile.

10. Applicant on pages 15-16 sets forth a traversal of the findings of Official Notice contained in the rejections of claims 11 and 30. In response, Examiner has provided the following documentary evidence that it is old and well-known in the art of mailing to not send mail object to users having bulk mail blocked for example, as a result of opt-out lists of potential customers that do not wish to receive bulk mailings:

- a. Gaito, U.S. Pat. Pub. No. 2003/0171942 (Reference A of the attached PTO-892) teaches the practice of removing potential business contacts on a list to prevent unsolicited third class mail (¶ 0009).
- b. *Opt-Out: Get Off the Lists!*, Center for Democracy and Technology, Sept. 2001 (Reference U of the attached PTO-892) teaches multiple methods for a consumer to direct a marketer to opt-out of junk mailing lists.
- c. *How to Get Off A Mailing List - Consumer Assistance*, Direct Marketing Association, 2002 (Reference V of the attached PTO-892) teaches registering

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preferences to remove names and address from mailing lists used by the members of the Direct Marketing Association.

The above references are only cited to substantiate the previously stated findings of Official Notice by the Examiner and therefore do not result in a new basis for rejection.

Claim Rejections - 35 USC § 101

11. 35 U.S.C. 101 reads as follows:

Whoever invents or discovers any new and useful process, machine, manufacture, or composition of matter, or any new and useful improvement thereof, may obtain a patent therefor, subject to the conditions and requirements of this title.

12. Claim 41 is rejected under 35 U.S.C. 101 because the claimed invention is directed to non-statutory subject matter.

13. Claim 41, as amended, is directed to a computer program product comprising a computer usable medium having a computer readable program. The term computer usable medium is not defined in the specification, and reasonably encompasses non-statutory computer usable media, for example, a carrier wave signal. For a computer medium claim to become statutory, it must be embodied on a tangible, physical medium capable of storage such as a hard drive or disk. Accordingly, this claim is rejected under § 101 as being directed to non-statutory subject matter.

Claim Rejections - 35 USC § 103

14. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

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15. Claims 1-3, 5-7, 9-10, 13-14, 18-22, 24-26, 28-29, 32-33, and 37-41 are rejected under 35 U.S.C. 103(a) as being unpatentable over Lee, et al., U.S. Pat. Pub. No. 2002/0029152 (Reference A of the PTO-892 part of paper no. 20070108) in view of Deans, et al., 2003/0208364 (Reference B of the attached PTO-892).

16. As per claim 1, Lee, et al. teaches a method for routing a mail object in a postal service to a designated person, the method comprising the steps of: locating a user profile from a registered pseudo name displayed on the mail object (¶ 0006); and executing one or more mail services as selected by a user in the user profile (¶ 0007). For all purposes in applying this reference, Examiner is interpreting an electronic address and identifier mark as a pseudo name (see ¶ 0014). Lee, et al. does not teach the user profile having a designated time frame for which the user profile is active, and does not teach that the executing is done during the designated time active time frame. Deans, et al. teaches the user profile having a designated time frame for which the user profile is active, and that the executing is done during the designated time active time frame (¶ 0037). It would have been prima facie obvious to one having ordinary skill in the art at the time of invention to incorporate the above teachings of Deans, et al. into the method taught by Lee, et al. in order to enhance the security of the profile (as taught by Deans, et al. (¶ 0037)).

17. As per claim 2, Lee, et al. in view of Deans, et al. teaches the method of claim 1 as described above. Lee, et al. further teaches the profile comprises one or more sub profiles (¶ 0020). Examiner is interpreting premium service records as sub profiles.

18. As per claim 3, Lee, et al. in view of Deans, et al. teaches the method of claim 2 as described above. Lee, et al. further teaches the one or more sub profiles include at least one of a franking profile, a naming profile and a dynamic mail function profile (¶ 0020).

19. As per claim 5, Lee, et al. in view of Deans, et al. teaches the method of claim 3 as described above. Lee, et al. further teaches the naming profile comprises an

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electronic address (¶ 0014). A name and address, and return name and address information for the registered pseudo name are all recitations of non-functional descriptive material. Non-functional descriptive material cannot lend patentability to an invention that would have otherwise been anticipated by the prior art. *In re Ngai*, 367 F.3d 1336, 1339; 70 USPQ2d 1862, 1864 (Fed. Cir. 2004); cf. *In re Gulack*, 703 F.2d 1381, 1385; 217 USPQ 401, 404 (Fed. Cir. 1983) (when descriptive material is not functionally related to the substrate, the descriptive material will not distinguish the invention from the prior art in terms of patentability).

20. As per claim 6, Lee, et al. in view of Deans, et al. teaches the method of claim 3 as described above. Lee, et al. further teaches the dynamic mail function profile comprises a list of mail services available to the user of the registered pseudo name (¶ 0020).

21. As per claim 7, Lee, et al. in view of Deans, et al. teaches the method of claim 6 as described above. Lee, et al. further teaches the dynamic mail service is one of a follow me mail service, a mail delivery notification service, a vanity stamp service and a bulk mail service (¶ 0031, teaching a delivery notification service).

22. As per claim 9, Lee, et al. in view of Deans, et al. teaches the method of claim 7 as described above. Lee, et al. further teaches the displaying the registered pseudo name in a field on the mail object (¶ 0024) and sending an automated electronic delivery notice to an email address (¶ 0024). Lee, et al. in view of Deans, et al. does not teach that the pseudo name appears in a return field, however it would have been *prima facie* obvious to one having ordinary skill in the art at the time of invention to incorporate that the pseudo name appears in a return field into the method taught because this is merely a choice of arrangement and cannot be relied upon to distinguish the claim from the prior art as it is not critical for and would not modify the operation of the method as claimed. *In re Japikse*, 181 F.2d 1019, 86 USPQ 70 (CCPA 1950).

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23. As per claim 10, Lee, et al. in view of Deans, et al. teaches the method of claim 7 as described above. Lee, et al. further teaches the vanity stamp service comprises registering a personalised image to be displayed on the mail object (¶ 0018).
24. As per claim 13, Lee, et al. in view of Deans, et al. teaches the method of claim 1 as described above. Lee, et al. further teaches the pseudo name is a unique pseudo name for the user (¶ 0014).
25. As per claim 14, Lee, et al. in view of Deans, et al. teaches the method of claim 1 as described above. Lee, et al. further teaches the pseudo name is registered via an Internet registration service or a central reservation facility (¶ 0023).
26. As per claim 18, Lee, et al. in view of Deans, et al. teaches the method of claim 1 as described above. Lee, et al. further teaches reading the registered pseudo name with a scanning system (¶ 0014).
27. As per claim 19, Lee, et al. in view of Deans, et al. teaches the method of claim 18 as described above. Lee, et al. further teaches the scanning system further comprises an optical character recognition scanner (¶ 0017).
28. As per claim 20, Lee, et al. teaches a method for routing a mail object to a designated person, the method comprising: registering a pseudo name to be displayed on the mail object and a user profile for selecting one or more mail services (¶ 0034); determining the registered pseudo name displayed on the mail object to locate the user profile (¶ 0006); and executing one or more mail services as defined in the user profile (¶ 0007). Lee, et al. does not teach storing a designated time frame for which the user profile is active, and does not teach that the executing is done during the designated time active time frame. Deans, et al. teaches storing a designated time frame for which the user profile is active, and that the executing is done during the designated time active time frame (¶ 0037). It would have been *prima facie* obvious to one having ordinary skill in the art at the time of invention to incorporate the above teachings of Deans, et al. into the method taught by Lee, et al. in order to enhance the security of the profile (as taught by Deans, et al.; (¶ 0037).

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29. As per claim 21, Lee, et al. in view of Deans, et al. teaches the method of claim 20 as described above. Lee, et al. further teaches the profile comprises one or more sub profiles (¶ 0020).

30. As per claim 22, Lee, et al. in view of Deans, et al. teaches the method of claim 21 as described above. Lee, et al. further teaches the one or more sub profiles include at least one of a franking profile, a naming profile and a dynamic mail function profile (¶ 0020).

31. As per claim 24, Lee, et al. in view of Deans, et al. teaches the method of claim 22 as described above. Lee, et al. further teaches the naming profile comprises an electronic address (¶ 0014). A name and address, and return name and address information for the registered pseudo name are all recitations of non-functional descriptive material. Non-functional descriptive material cannot lend patentability to an invention that would have otherwise been anticipated by the prior art. *In re Ngai*, 367 F.3d 1336, 1339; 70 USPQ2d 1862, 1864 (Fed. Cir. 2004); cf. *In re Gulack*, 703 F.2d 1381, 1385; 217 USPQ 401, 404 (Fed. Cir. 1983) (when descriptive material is not functionally related to the substrate, the descriptive material will not distinguish the invention from the prior art in terms of patentability).

32. As per claim 25, Lee, et al. in view of Deans, et al. teaches the method of claim 22 as described above. Lee, et al. further teaches the dynamic mail function profile comprises a list of mail services available to the user of the registered pseudo name (¶ 0020).

33. As per claim 26, Lee, et al. in view of Deans, et al. teaches the method of claim 25 as described above. Lee, et al. further teaches the dynamic mail services is one of a follow me mail service, a mail delivery notification service, a vanity stamp service and a bulk mail service (¶ 0031, teaching a delivery notification service).

34. As per claim 28, Lee, et al. in view of Deans, et al. teaches the service of claim 26 as described above. Lee, et al. further teaches the displaying the registered pseudo name in a field on the mail object (¶ 0024) and sending an automated electronic delivery

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notice to an email address (¶ 0024). Lee, et al. in view of Deans, et al. does not teach that the pseudo name appears in a return field, however it would have been *prima facie* obvious to one having ordinary skill in the art at the time of invention to incorporate that the pseudo name appears in a return field into the method taught by Lee, et al. in view of Deans, et al. because this is merely a choice of arrangement and cannot be relied upon to distinguish the claim from the prior art as it is not critical for and would not modify the operation of the service as claimed: *In re Japikse*, 181 F.2d 1019, 86 USPQ 70 (CCPA 1950).

35. As per claim 29, Lee, et al. in view of Deans, et al. teaches the method of claim 26 as described above. Lee, et al. further teaches the vanity stamp service comprises registering a personalised image to be displayed on the mail object (¶ 0018).
36. As per claim 32, Lee, et al. in view of Deans, et al. teaches the method of claim 20 as described above. Lee, et al. further teaches the pseudo name is a unique pseudo name for the user (¶ 0014).
37. As per claim 33, Lee, et al. in view of Deans, et al. teaches the method of claim 20 as described above. Lee, et al. further teaches the pseudo name is registered via an Internet registration service or a central reservation facility (¶ 0023).
38. As per claim 37, Lee, et al. in view of Deans, et al. teaches the method of claim 20 as described above. Lee, et al. further teaches reading the registered pseudo name with a scanning system (¶ 0014).
39. As per claim 38, Lee, et al. in view of Deans, et al. teaches the method of claim 37 as described above. Lee, et al. further teaches the scanning system further comprises an optical character recognition scanner (¶ 0017).
40. As per claim 40, Lee, et al. teaches a system for routing a mail object in a postal service to a designated person, the system comprising: means for registering a pseudo name and selecting one or more mail services in a user profile (¶ 0034); means for determining a registered pseudo name to locate a user profile associated with the registered pseudo name (¶ 0006); and means for executing the one or mail services in

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the user profile (¶ 0007). Lee, et al. does not teach the user profile having a designated time frame for which the user profile is active, and does not teach that the executing is done during the designated time active time frame. Deans, et al. teaches the user profile having a designated time frame for which the user profile is active, and that the executing is done during the designated time active time frame (¶ 0037). It would have been *prima facie* obvious to one having ordinary skill in the art at the time of invention to incorporate the above teachings of Deans, et al. into the method taught by Lee, et al. in order to enhance the security of the profile (as taught by Deans, et al.; (¶ 0037).

41. As per claim 41, Lee, et al. teaches a computer program product comprising a computer usable medium having a computer readable program for a mail service which when executed on a computer causes the computer to: store a pseudo name to be displayed on the mail object and a user profile for selecting one or more mail services (¶ 0006); determine the registered pseudo name displayed on the mail object to locate the user profile (¶ 0006). Lee, et al. does not teach to store a designated time frame for which the user profile is active. Deans, et al. teaches to store a designated time frame for which the user profile is active (¶ 0037). It would have been *prima facie* obvious to one having ordinary skill in the art at the time of invention to incorporate the above teachings of Deans, et al. into the method taught by Lee, et al. in order to enhance the security of the profile (as taught by Deans, et al.; (¶ 0037).

42. As per claim 42, Lee, et al. teaches a method for performing a mail service, the method comprising: storing a pseudo name to be displayed on the mail object and a user profile for selecting one or more mail services (¶ 0006); determining the registered pseudo name displayed on the mail object to locate the user profile (¶ 0006); and performing the mail service (¶ 0007). Lee, et al. does not teach storing a designated time frame for which the user profile is active; and the performing is during the designated time frame as defined in the user profile. Deans, et al. teaches storing a designated time frame for which the user profile is active; and the performing is during the designated time frame as defined in the user profile (¶ 0037). It would have been

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prima facie obvious to one having ordinary skill in the art at the time of invention to incorporate the above teachings of Deans, et al. into the method taught by Lee, et al. in order to enhance the security of the profile (as taught by Deans, et al.; ¶ 0037).

43. Claims 4, 8, 12, 15-17, 23, 27, 31, and 34-36 rejected under 35 U.S.C. 103(a) as being unpatentable over Lee, et al. in view of Deans, et al. as applied to claims 1-3, 7, 20-22, and 26 above; in further view of Lorch, et al., Intl. Pub. No. WO 02/51051 (Reference 1 of IDS submitted May 23, 2005).

44. As per claim 4, Lee, et al. in view of Deans, et al. teaches the method of claim 3 as described above. Lee, et al. does not explicitly teach the franking profile comprises a designated method of payment for the mail object. Lorch, et al. teaches the franking profile comprises a designated method of payment for the mail object (page 23, lines 9-11). It would have been prima facie obvious to one having ordinary skill in the art at the time of invention to incorporate the franking profile comprises a designated method of payment for the mail object into the method taught by Lee, et al. in view of Deans, et al. to provide pre-paid postage functionality (as taught by Lorch, et al.; page 23, lines 7-8).

45. As per claim 8, Lee, et al. in view of Deans, et al. teaches the method of claim 7 as described above. Lee, et al. does not teach the follow me mail service comprises modifying the naming profile of the registered pseudo name to update information to enable redirection of the mail object. Lorch, et al. teaches the follow me mail service comprises modifying the naming profile of the registered pseudo name to update information to enable redirection of the mail object (page 22, lines 16-17). It would have been prima facie obvious to one having ordinary skill in the art at the time of invention to incorporate the follow me mail service comprises modifying the naming profile of the registered pseudo name to update information into the method taught by Lee, et al. in view of Deans, et al. to enable redirection of the mail object to manage mail flow without having to change the user's pseudo name (as taught by Lorch, et al.; page 18, lines 11-13).

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46. As per claim 12, Lee, et al. in view of Deans, et al. teaches the method of claim 2 as described above. Lee, et al. does not teach the profile and the one or more sub profiles comprise a valid date range for when the profile and the one or more sub profiles are active. Lorch, et al. teaches the profile and the one or more sub profiles comprise a valid date range for when the profile and the one or more sub profiles are active (page 28, line 16). It would have been prima facie obvious to one having ordinary skill in the art at the time of invention to incorporate the profile and the one or more sub profiles comprise a valid date range for when the profile and the one or more sub profiles are active into the method taught by Lee, et al. in view of Deans, et al. in order to direct mail to proper and valid locations (as taught by Lorch, et al.; page 22, lines 14-17).

47. As per claim 15, Lee, et al. in view of Deans, et al. teaches the method of claim 1 as described above. Lee, et al. does not teach the pseudo name is linked to the profile and the user accesses the linked profile to modify the information contained in one or more sub profiles. Lorch, et al. teaches the pseudo name is linked to the profile and the user accesses the linked profile to modify the information contained in one or more sub profiles (page 18, lines 12-13). It would have been prima facie obvious to one having ordinary skill in the art at the time of invention to incorporate the pseudo name is linked to the profile and the user accesses the linked profile to modify the information contained in one or more sub profiles into the method taught by Lee, et al. in view of Deans, et al. to manage mail flow to the correct address (as taught by Lorch, et al.; page 18, lines 10-12).

48. As per claim 16, Lee, et al. in view of in view of Deans, et al. and Lorch, et al. teaches the method of claim 15 as described above. Lorch, et al. further teaches the modified profile is updated in a data store (page 18, lines 12-13; page 20, lines 3-6) and made available to the postal service to be performed as specified by the user in the modified profile (page 21, lines 12-14). It would have been prima facie obvious to one having ordinary skill in the art at the time of invention to incorporate the modified profile

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is updated in a data store and made available to the postal service to be performed as specified by the user in the modified profile into the method taught by Lee, et al. in view of in view of Deans, et al. and Lorch, et al. to manage mail flow to the correct address (as taught by Lorch, et al.; page 18, lines 10-12).

49. As per claim 17, Lee, et al. in view of in view of Deans, et al. and Lorch, et al. teaches the method of claim 4 as described above. Lorch, et al. further teaches the franking profile is accessed to determine a designated method of payment based on a sender name or a receiver name in the naming profile (page 23, lines 6-11). It would have been *prima facie* obvious to one having ordinary skill in the art at the time of invention to incorporate the franking profile is accessed to determine a designated method of payment based on a sender name or a receiver name in the naming profile into the method taught by Lee, et al. in view of in view of Deans, et al. and Lorch, et al. to provide pre-paid postage functionality (as taught by Lorch, et al.; page 23, lines 7-8).

50. As per claim 23, Lee, et al. in view of Deans, et al. teaches the method of claim 22 as described above. Lee, et al. does not explicitly teach the franking profile comprises a designated service of payment for the mail object. Lorch, et al. teaches the franking profile comprises a designated service of payment for the mail object (page 23, lines 9-11). It would have been *prima facie* obvious to one having ordinary skill in the art at the time of invention to incorporate the franking profile comprises a designated service of payment for the mail object into the method taught by Lee, et al. in view of Deans, et al. to provide pre-paid postage functionality (as taught by Lorch, et al.; page 23, lines 7-8).

51. As per claim 27, Lee, et al. in view of Deans, et al. teaches the method of claim 26 as described above. Lee, et al. does not teach the follow me mail service comprises modifying the naming profile of the registered pseudo name to update information to enable redirection of the mail object. Lorch, et al. teaches the follow me mail service comprises modifying the naming profile of the registered pseudo name to update information to enable redirection of the mail object (page 22, lines 16-17). It would have

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been prima facie obvious to one having ordinary skill in the art at the time of invention to incorporate the follow me mail service comprises modifying the naming profile of the registered pseudo name to update information into the method taught by Lee, et al. in view of Deans, et al. to enable redirection of the mail object to manage mail flow without having to change the user's pseudo name (as taught by Lorch, et al.; page 18, lines 11-13).

52. As per claim 31, Lee, et al. in view of Deans, et al. teaches the method of claim 21 as described above. Lee, et al. does not teach the profile and the one or more sub profiles comprise a valid date range for when the profile and the one or more sub profiles are active. Lorch, et al. teaches the profile and the one or more sub profiles comprise a valid date range for when the profile and the one or more sub profiles are active (page 28, line 16). It would have been prima facie obvious to one having ordinary skill in the art at the time of invention to incorporate the profile and the one or more sub profiles comprise a valid date range for when the profile and the one or more sub profiles are active into the method taught by Lee, et al. in view of Deans, et al. in order to direct mail to proper and valid locations (as taught by Lorch, et al.; page 22, lines 14-17).

53. As per claim 34, Lee, et al. in view of Deans, et al. teaches the method of claim 20 as described above. Lee, et al. does not teach the pseudo name is linked to the profile and the user accesses the linked profile to modify the information contained in one or more sub profiles. Lorch, et al. teaches the pseudo name is linked to the profile and the user accesses the linked profile to modify the information contained in one or more sub profiles (page 18, lines 12-13). It would have been prima facie obvious to one having ordinary skill in the art at the time of invention to incorporate the pseudo name is linked to the profile and the user accesses the linked profile to modify the information contained in one or more sub profiles into the method taught by Lee, et al. in view of Deans, et al. to manage mail flow to the correct address (as taught by Lorch, et al.; page 18, lines 10-12).

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54. As per claim 35, Lee, et al. in view of in view of Deans, et al. and Lorch, et al. teaches the method of claim 34 as described above. Lorch, et al. further teaches the modified profile is updated in a data store (page 18, lines 12-13; page 20, lines 3-6) and made available to the postal service to be performed as specified by the user in the modified profile (page 21, lines 12-14). It would have been prima facie obvious to one having ordinary skill in the art at the time of invention to incorporate the modified profile is updated in a data store and made available to the postal service to be performed as specified by the user in the modified profile into the method taught by Lee, et al. in view of in view of Deans, et al. and Lorch, et al. to manage mail flow to the correct address (as taught by Lorch, et al.; page 18, lines 10-12).

55. As per claim 36, Lee, et al. in view of in view of Deans, et al. and Lorch, et al. teaches the method of claim 23 as described above. Lorch, et al. further teaches the franking profile is accessed to determine a designated service of payment based on a sender name or a receiver name in the naming profile (page 23, lines 6-11). It would have been prima facie obvious to one having ordinary skill in the art at the time of invention to incorporate the franking profile is accessed to determine a designated service of payment based on a sender name or a receiver name in the naming profile into the method taught by Lee, et al. in view of in view of Deans, et al. and Lorch, et al. to provide pre-paid postage functionality (as taught by Lorch, et al.; page 23, lines 7-8).

56. Claims 11 and 30 are rejected under 35 U.S.C. 103(a) as being unpatentable over Lee, et al. in view of Deans, et al. as applied to claims 7 and 26 above; in further view of Official Notice (as supported by the references cited *supra*, paragraph 10).

57. As per claim 11, Lee, et al. in view of Deans, et al. teaches the method of claim 7 as described above. Lee, et al. does not teach not sending the mail object to a registered pseudo name having bulk mail blocked. Official Notice is taken that it is old and well-known in the art of mailing to not send mail object to users having bulk mail blocked. It would have been prima facie obvious to one having ordinary skill in the art at

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the time of invention to incorporate the above finding of Official Notice into the method taught by Lee, et al. in view of Deans, et al. because it is common in the art to have opt-out lists of potential customers that do not wish to receive bulk mailings.

58. As per claim 30, Lee, et al. in view of Deans, et al. teaches the method of claim 26 as described above. Lee, et al. does not teach not sending the mail object to a registered pseudo name having bulk mail blocked. Official Notice is taken that it is old and well-known in the art of mailing to not send mail object to users having bulk mail blocked. It would have been *prima facie* obvious to one having ordinary skill in the art at the time of invention to incorporate the above finding of Official Notice into the method taught by Lee, et al. in view of Deans, et al. because it is common in the art to have opt-out lists of potential customers that do not wish to receive bulk mailings.

Conclusion

59. Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

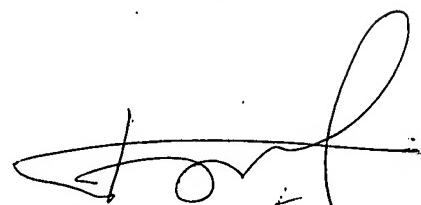
A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.

60. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Daniel P. Vetter whose telephone number is (571) 270-

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1366. The examiner can normally be reached on Monday through Thursday from 8am to 6pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, John Hayes can be reached on (571) 272-6708. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300. Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.



IGOR N. BORISOV
PRIMARY EXAMINER